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## Conclusion: Leading by Doing

A community's foundation that, in an earlier era, might have been laid in concrete and steel, has now been cast in silicon. The means have changed, but the inspiration for Digital Washington comes from the pioneers (and the dreamers) that have shaped the Pacific Northwest.

Leading by doing. It is the way business gets done in the Pacific Northwest. It was William Boeing's approach when he began designing and building aircraft in a red barn early last century. That barn is now the history wing of the Museum of Flight, standing in the shadow of the Boeing Company's production facilities – a start up symbolically wrapped in the infrastructure that evolved into a world leading company.

It was the vision of Bill Gates and Paul Allen when they believed that licensing the operating system for the then nascent PC

industry was a latent opportunity to shape an entire market.

It is what drives the thousands of .com companies in the Northwest to transform old business processes – and put consumers in charge of purchasing decisions.

It is the calculation of Starbucks that coffee is only coffee without the in-store experience. Speaking of experience, it is the bold, controversial architecture and technology of the Experience Music Project that immerses visitors in the legacy of the northwest sound and the creative minds who brought it to life.

Leading by doing: it is also the way government gets done in Washington. The state is committed to digital government that transforms tired bureaucratic processes and puts citizens in charge of their relationship with government. It is redefining public service.

## D i g i t a l W a s h i n g t o n

*Governor Locke insists that if they can do it in Redmond, we can do it in Olympia.*

*We can, and we are.*

